The WELL

Whole Earth Lectronic Link
27 Gate 5 Road, Sausalito, CA 94965-9976
415/332-6106 (modem); 415/332-4335 (voice)

April 20, 1991 9 am. here.

WELL Board
From: C. Figallo

Date: Tuesday, January 9, 1991

Subject: **Proposed Agenda for Board Meeting of January 26, 1991**

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1. Time and Place of the Meeting

A meeting of The WELL Board of Directors is scheduled for 26 January 1991 at 9AM (PDT) at The WELL's offices.

2. Objectives for This Meeting

The overall purpose for this particular meeting is summarized in the following list of objectives (in priority order):

- O1 Review and approve fourth quarter performance.
- O2 Review and approve marketing and sales plan including projected expenditures.
- O3 Review ammended budget for 1991
- O4 Review and discuss **Internet** connection for WELL
- O5 Approve Cliff's bonus for fourth quarter
- O6 Elect new officers for board.

3. Agenda

The proposed agenda is below:

Time	Who	Item
9:00	mew	Call meeting to order
9:05	"	Review and accept agenda
9:10	"	Review and accept minutes from previous meeting
		Financial Review
9:15	cf	Presentation of fourth quarter financials and discussion of variance and changes from approved budget. Comparison with 1989 figures.
9:45	cf	Presentation of ammended budget of 1991 for discussion and approval.

10:30	mew	Review of NETI Status and update on buyout discussions.
		Internet Budgets and Regional Satellites
10:45	cf	Description of costs for Internet connection and possible gains from same.
11:15	"	Presentation of possible plans for regionally-accessed cheap WELL connections.
		Marketing and Sales Plans
11:45	jc	Presentation and discussion of marketing presentation and marketing plans and budget.
		Future Directions
12:45	cf	Discussion of TexLink offer of part ownership to WELL.
1:00	mew	Adjournment

Election of officers. Staggered 3-yr terms. C.F. K.K.

4. Specific Resolutions to Be Considered

The following resolutions will be considered during this meeting.

A. The Board of Directors approves the ammended budget for 1991.

B. The Board of Directors authorizes payment of a quarterly bonus to Cliff Figallo in the amount of 5% of net earnings before taxes for the fourth quarter.

C. The Board of Directors authorizes proposed expenditures over the period from 1 January to 31 March 1991 to implement the Marketing and Sales plan as presented and amended during this meeting.

D. The Board of Directors approves a plan to propose a connection by the WELL to the Internet.

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January 11, 1991

To: WELL Board Members
From: Cliff Figallo
Subject: January 26 meeting

Accompanying this letter are minutes for the previous meeting, an agenda for the upcoming meeting and a spreadsheet showing various implementation plans for connecting the WELL to the Internet along with estimated costs and projected savings over the next five years coming from that connection. I am not projecting additional revenue at this time since I am not sure what services we can offer to users that would attract them within the restrictions of the NSF rules.

Still to come, awaiting additional accounting figures, are the fourth quarter comparisons, the marketing report and some ideas for low-risk regional access to the WELL from other geographical locations.

See you on the 26th.

Best regards,

Cliff

Cliff Figallo

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Minutes from the Board of Directors' Meeting of the Whole Earth Lectronic Link -- October 27, 1990

The meeting was held at the offices of the Whole Earth Review on Gate Five Road in Sausalito. The meeting was called to order at 9:15AM. Present were Larry Brilliant, Mike Wilens, Kevin Kelly, Elliot Fabric, Stewart Brand, Cliff Figallo and Kelly Teevan as an observer. John Coate, Marketing Manager of the WELL came to present the Marketing Plan.

The minutes of the previous meeting were read and approved.

Resolved: the Board decided that the WELL would lower its pricing on use of the CompuServe Packet System to connect to the WELL from $5.00/hour to $4.50/hour as of December 1, 1990.

The Board looked at the proposed Budget for 1991 and directed Cliff to lower revenue projections to anticipate possible reduction in growth due to the recession. Specifically, growth in paying users should be reduced by one third.

Resolved: the WELL will change its standard pricing as of January 1, 1991 from $8/month and $3/hour to $10/month and $2/hour in order to determine price elasticity.

Resolved: the Board approved the revised capital budget for the fourth quarter of 1990.

Resolved: the Board approved payment of a bonus of $2456 to Cliff Figallo for the third quarter of 1990.

Resolved: the Board directed Cliff to present plans for a "least risk" method of involving another geographic/cultural region in the WELL by offering cheaper long-distance access.

Resolved: the Board decided that five free hours of WELL time should be given to every new user beginning December 1, 1990.

The next meeting was set for Saturday, January 26, 1991.

The meeting was adjourned at 1:00 PM.